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AND
HOUSEHOLD APPLIANCE
EXPOSITION

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Over twenty years ago we established our three articles of faith:

First—Produce something that is actually finer to the taste and better to eat than any similar thing and you will find a sure and loyal public.

Second—The price of flavor is an amount of care, patience, and delicacy of treatment almost beyond belief.

Third—The concern that builds on flavor and keeps up its standard does not seek the immediate dollar. But it is more certain to hold its trade.

We have had a unique success and every year has found us more firmly committed to these principles.

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Canajoharie, N. Y.

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Beech-Nut Bacon
Beech-Nut Beef
Beech-Nut Mustard

Beech-Nut Beans
Beech-Nut Olive Oil
Beech-Nut Tomato Catsup

Beech-Nut Oscar's Sauce
Beech-Nut Peanut Butter
Beech-Nut Vinegar

BEECH-NUT FRESH FRUIT PRESERVES

Pineapple

BEECH-NUT FRESH FRUIT JELLIES

Red Currant
Black Currant

Quince
Grape
Figs (in Syrup)
Crabapple
Apple

BEECH-NUT FRESH FRUIT MARMALADES

Orange

Grape Fruit

Rhubarb

BEECH-NUT FRESH FRUIT JAMS

Chewing Gum

BEECH-NUT

Mints

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Blackberry

Red Raspberry
Concord Grape

Spiced Plum
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Season 1915-1916

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PROF. LEWIS B. ALLYN

The man who made Westfield famous as the Pure Food Town

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no 1

Westfield—A Pure Food Town

By MARGARET WAGNER

From Collier's Weekly of August 26th, 1911.

This article was ordered by a magazine especially interested in pure foods. It involved considerable expense, as the writer went to Westfield and personally investigated the town conditions. The article was accepted and scheduled for publication. Several months before it was scheduled to appear the magazine published a general article on pure food. Immediately following the publication of this article the advertising department of the magazine reported the cancellation of a number of advertisements of foods. The number increased daily

until twenty thousand dollars of advertising had been canceled. Much of this advertising was by well-known, reliable firms, whose only explanation was that pure-food articles were prejudicial to the buying of all kinds of prepared foods, whether honest or fraudulent. The business management of the magazine, alarmed, placed a ban upon pure-food articles. Collier's believes in constructive work in protection of the consumer, and will publish soon a list of certain products which have been shown by strict analysis to be absolutely free from anything that could possibly be considered harmful.

YOU don't know Westfield? Westfield is in Massachusetts, forty minutes out from Springfield. Now to be "forty minutes out from" anywhere usually amounts to a town conviction. "Forty minutes out from" indicates that the town is a mere hanger-on, an unallied suburb glad to connect its meager individuality with the city forty minutes away. Not so Westfield. Westfield stands sturdily upon its own record, insists upon its separate entity, and even regards its connection "forty minutes in" as sadly deficient in the real matters that pertain to cities—such as caring for their citizens. And Westfield is conscious that it merits unique honors. For its citizens can buy and *will* buy only food and drugs that are pure—Westfield has made it almost impossible for them to buy anything else. More than that, it has educated its citizens to a point where they are unusually intelligent as to food values, so that Westfield housekeepers not only buy pure food and pure drugs, but the food and drugs that give best value for the money.

Varnished Peanuts

ON THE main street in Westfield is a grocery shop. It is a nice, clean-looking store with boxes and cans neatly arranged, and white-sleeved,

white-aproned clerks. And the proprietor is a pure-food expert.

He might grant that there is no direct harm in certain preservatives, and yet he prefers to be on the safe side.

"There's too much of a demand in this town for pure goods to carry any that have doubtful preservatives.

"No, ma'am," as he turns to a customer, "we can't sell you any of those peanuts. Yes, I know they *look* nice. But the Board of Health found that they're coated with shellac and I'm going to send them right back. It'd be worth my reputation to sell them."

"Goodness!" exclaims the housekeeper in horror. "Thank you so much. Send me the candles instead." Then she turns to her companion: "I'm going to order some ice-cream."

"Well," returns her friend, "order it at Blank's. I went to the school yesterday and their ice-cream has ten per cent more fat and solids than any ice-cream in town."

And now we have stumbled upon the secret that makes Westfield an entity, a town of record, and a town of pure food. The secret is the school. The school is a State Normal School, and happens to be stationed at Westfield. It has been at Westfield since 1839 with marked effect upon the community.



A TYPICAL NEW ENGLAND CITY, OF BROAD STREETS AND TALL ELMS.

The present principal, Mr. C. A. Brodeur, began to worry a little over the futility of teaching the girls chemistry. Still, chemistry had to be taught. Moreover, chemistry is a useful science. Mr. Brodeur wondered if it could not be made somehow into a practical science that would touch and enter the lives of the girls. The chemistry department needed a new head, so he sent for Mr. Lewis B. Allyn, then a teacher in Boston, to try to work out a plan which would present chemistry in a practical and interesting way. Mr. Allyn proved equal to the emergency. The first chemistry lesson of the new term taught how to take a stain out of a white dress. Interest in the department revived at once. Everybody wanted to know how to take out stains, and stains were experimented upon until the wardrobes of the students of the State Normal School at Westfield were spotless. Then Mr. Allyn taught the girls how to make flavoring extracts.

They made their own vanilla and almond and lemon flavors and sent them to the kitchen and then criticized the pies and cakes in which they were

"Vanilla" contained wood alcohol, which is not a particularly nutritious beverage.

"Pure whisky" contained burnt sugar, prunes, and tannic acid. The flavor of this delectable compound was strengthened by oil of sweet almonds, sulphuric acid, and ammonia.

"Strawberry jam" proved to be apple stock and coal-tar dye. The pupil who analyzed this compound found some apparently genuine seeds in this mixture. A bit curious, she planted and tended them carefully, and the class shared her delight when the tiny green shoots developed into *hardy clover*!

But perhaps the unkindest cut came in the testing of sweets. Nearly all the candy tested revealed coal-tar dyes. The laboratory became gay with cloths dyed green, yellow, blue, and pink from the delectable, toothsome bits of which the girls were so fond. And then there were serious discoveries concerning drugs. One pupil, whose mother had died suddenly and inexplicably, brought to the laboratory some headache tablets which had proved sooth-



"GROCERS, CONFECTIONERS AND DRUGGISTS WERE PERPLEXED"

used. Then they began to dye cloth, and their wardrobes blossomed forth in many colors. By this time chemistry had become a popular subject, and when the dyeing lessons were followed by analyses of foods it became difficult to keep the pupils out of the laboratories. Professor Allyn invited the pupils to bring foods for experiments. Every article served in the school was tested, and the girls began to purchase special articles from grocery, drug, and candy shops. The results were fascinating—and startling. One girl who brought a jar of her favorite brand of raspberry jam for analysis found it to contain inferior apples, colored with coal-tar dye, and flavored with ether! A delightful concoction known as a tart proved to be puff-paste made with alum, with a jelly center dyed with coal-tar!

Some of the Fakes

THERE were other discoveries. "Cream" proved to be ordinary milk evaporated to one-half its bulk.

ing to her mother on various occasions and which she had taken on the day of her death. An analysis revealed acetanilid in quantities large enough to have caused death. This discovery made a profound impression upon the girls. One by one they brought their favorite powders, pills, and tonics to the laboratory. Almost all of these showed traces of poisons that are sure to have a permanently injurious effect. The girls at Westfield banished drugs.

The Effects of Analysis

THIS was practical chemistry, but it was the kind of chemistry that could not be confined to the classroom. The students of the school who resided in the town warned their mothers of impure products as soon as they discovered them. Grocers, confectioners, and druggists were perplexed at the sudden falling off of a demand for one kind of goods and the sudden increase in the demand for another. Moreover, the girls themselves went shopping and, proud of their new-found knowledge, expressed themselves publicly.

"Look at that woman buying the jam we analyzed in the laboratory," remarked one girl to another in a perfectly audible tone. In one of the best grocery shops in town. "I'll bet if she knew that it was old apples and coal-tar dye she'd think before she'd buy it." Of course this spoiled the sale and the grocer waxed indignant. Indignation also grew among druggists, bakers, confectioners, and milk dealers. The people of Westfield were beginning to ask questions that the dealers could not answer, and, naturally, resentment against the normal school grew. Finally a number of merchants refused to supply Professor Allyn with goods. The Professor overcame this by sending the girls to make purchases for analysis, but soon even the girls found it difficult to purchase. Threatening letters began to arrive at the normal school. Drummers who came to town and failed to sell goods went back to the manufacturers declaring the school a meddlesome busybody. Then the manufacturers sent special representatives to visit and warn Mr. Allyn that he must desist.

Ending the Craze for Lollypops

JUST at this time the lollypop craze struck Westfield. The bright-colored balls proved irresistible even to dignified normal students and lollypops were devoured by thousands. Then Mr. Allyn brought lollypops into the laboratory. He chose the brightest and most attractive, and the horror-stricken girls extracted enough poisonous dyes to make the school one of total abstinence as far as lollypops were concerned. Mr. Allyn made his results public, and lollypop buying in Westfield suddenly ceased, while the manufacturers sent more threatening letters.

But the hostile feeling in the town actually hampered the school work. Goods for experiment had to be obtained surreptitiously, which was inconvenient. So a number of grocers were invited to the school to inspect the work. Eight grocers came. They looked curiously at the banners of gorgeous colors dyed with coal-tar from food products, and inspected with a good deal of interest the food museum. The museum occupies a corridor near the laboratory. It consists of tall glass cases in which the foods, pure and impure, are placed. On one side appears, first, a bottle of Heinz catsup, labeled "Pure," and directly opposite, an equally attractive bottle of "catsup" is labeled: "Stewed pumpkin colored with coal-tar and preserved with benzoic acid." Then come various brands of canned goods—peas, beans, etc. On the one side the well-known pure brands—Francis Leggett, White Rose, and the American Dehydrated Company's products are prominent. On the other are various brands of "French peas, beans, and spinach," labeled: "Colored with copper sulphate." Pure olive oil faces a decoction of cottonseed oil, peanut oil, poppy seed, corn, and sesame oils, also labeled by the manufacturer "pure olive." Pure coffee looks across at a package labeled "20 per cent chicory." Pure tea confronts tea that is faced with graphite.

The grocers returned to their shops interested but puzzled. Then one enterprising man tried an experiment. He rearranged his stock, putting all the approved foods to the front. When his customers appeared he recommended the brands.

"I've just been up at the normal school, madam," he asserted, "and these brands are there in the museum labeled 'pure.' You can see for yourself." In twenty-four hours he found his sales increased so that he was confident that fighting the normal school had been a mistake. The other grocers were quick to follow his example. Then one man went a step farther. He assured his customers that he would not sell any goods unless they first had been approved by the school. He instructed the drummers who asked for his trade that if they would send samples to the normal school and those samples were approved he would buy. The drummers sent samples

promptly and the normal school laboratory began to be a very busy place. The girls were trained to be exceedingly careful. Every experiment was reported and signed by the student making it, and, realizing how far-reaching an error might be, the girls patiently went over results again and again to be sure. They found adulterations were divided into two kinds. The first is the fraudulent adulteration, which lowers the value of the article but which does not affect the health of the consumer. Coffee adulterated with chicory is a good example of this kind. Chicory is harmless—indeed many coffee drinkers prefer it to coffee—but no housekeeper wants to pay the price of coffee for chicory, as chicory is very much cheaper. Injurious adulteration means not only the lowering of the value of the article but actual injury to the consumer.

Deadly Creme De Menthe

EVEN where experts disagree about the amount of preservatives necessary to cause direct injury, they are in general agreement that the use of such preservatives permits the use of goods which are, in plain language, rotten. Of the groceries tested in the laboratory, one of the most frequently adulterated is baking-powder. So little baking-powder is used in some homes that this product would seem comparatively unimportant. But a great deal of baking-powder is used in the bought cake and biscuits, and a great deal of this is adulterated. The adulteration may be by ammonia, which is fraudulent but not injurious, or by alum, which is decidedly injurious, as it hardens the tissues of the mucous membranes. Jams, jellies, catsups, confections, gelatin, dessert powders, flavoring extracts are often colored with coal-tar dyes. These dyes are sometimes harmless, but very frequently injurious, depending on the particular combination. There is one bottle of crème de menthe at the normal school which contains a coal-tar dye sufficiently poisonous to have killed two people. The bottle is almost full, but the small amount used caused the death of a man and his wife, and then the product was sent for analysis. Extracts are also adulterated with wood alcohol, and with turmeric, a fraudulent adulterant.

Adulterating Dairy Products

EGGS and butter were found to be frequently adulterated. Eggs in the shell suffered no more than indefinite detention in cold storage, but eggs sold by the barrel to bakers are not in the shell. These are often bad eggs to which formaldehyde has been applied to kill the taste and odor. This horrible mess of putrefaction and poison comes forth as delicious cakes. And creamery or dairy butter is renovated and kept sweet by the same means. When the grocer has held butter until it is too rank to be sold, he ships



"THE MUSEUM OCCUPIED A CORRIDOR NEAR THE LABORATORY"

it back to a manufacturer. It is steamed; new milk is added, and then it is re churned, colored, well seasoned with some preservative, and returned to the grocer to be labeled "Fresh Dairy Butter." Cooking butter is frequently renovated.

Jellies, jams, catsups, and all the products which are adulterated with coal-tar dyes are subject to further adulteration through preservatives.

Canned meats and sausage, etc., were quite frequently found to contain preservatives. In every case the exact preservative used was discussed and an opinion expressed on the question of harmfulness. Whatever was discovered was faithfully reported back to the grocers, and *the grocers rose to the occasion. They held a meeting and signed an agreement to stand by the work of the normal school*, to make a fight for pure food, and to ask the Board of Health of Westfield to help them. The people of Westfield responded to that request by making Mr. Allyn a member of the Board of Health. Thereafter he was no longer a meddler, but an official. This made the work at the school far more important. The normal school became the town laboratory. There was no difficulty about the interest in chemistry. Students came before and after hours to experiment. Mr. Allyn's appointment to the Board of Health made it possible for him to print the results of school experiments in the daily papers. When the papers declined to print them as news the Board paid for them as advertisements.

Groceries became a small part of the work. One family which had moved into a recently renovated house suddenly became ill. The attendant physician thought the symptoms those of poisoning, but could find no evidence. So the Board of Health called upon the normal school. The students got to work and analyzed every particle of food which the family consumed, but without result. Finally they started on the wall-papers. In a gilt paper which decorated the dining-room they found arsenic, one and one-half grains to the square yard, an appalling quantity. The landlord took off the offending wall-paper and the family recovered. But the people of Westfield had become suspicious of wall-papers. One dealer complained that one of his prettiest patterns would not sell because the folks were afraid of arsenic. The paper was green and gilt, as the condemned paper had been, and Westfield refused to buy. Finally the dealer sent the paper to the normal school. *The school found it harmless; the Board of Health published the fact, and the dealer has sent all his samples to the school to be tested ever since.*

Merchants were not long in discovering that the normal school experiments did them more good than harm. One woman who was a confirmed user of some anti-pain pills was warned by her physician to discontinue their use. Believing that the physician wanted to secure her continued visits and make the profit upon her illness himself, she continued the pills, but sent some to the normal school for analysis. She was seriously ill before the analysis was made, and when it came with an imperative warning, she at once stopped the pills. The normal school could have no possible object in deceiving her, and she trusted its verdict more than that of her physician.

A young woman who is a resident of Springfield, "forty minutes in," became partially paralyzed shortly after she had taken a dose of salts prepared for her by a local druggist.

She insisted that she had been poisoned, and her physician sent the salts to the normal school. They proved absolutely harmless, and the Springfield drug clerk evidenced his appreciation of an honest analysis by sending quantities of samples to be analyzed at Westfield.

Adulterated Liquors

SALOON-KEEPERS and liquor dealers also began to send their products to the school. This aroused some slight protest among the temperance folk, but

as the town permits the sale of liquors it was deemed the town's duty to see that those liquors are pure. Certainly if pure rye whisky is bad for man, what can be said for whisky that is composed of beading oil, ammonia, and sulphuric acid? New England rum was found to be a mixture of ether, essence of smoke, and sulphuric acid, without a trace of molasses. Samples of beer proved to contain salicylic acid. Ginger brandy was guiltless of ginger or brandy. It contained 28.59 per cent of alcohol and was colored with coal-tar dye. The extent of adulteration in strong liquors can be estimated when in a single year out of one hundred and eight samples of whisky submitted just two pure brands were found. Wood alcohol was frequently an adulterant. It is stated that in two years of medical investigation four hundred cases of blindness were traced to wood alcohol, and still laboratory analysis revealed an extensive use of wood alcohol in bay rum, witch-hazel, Jamaica ginger, paregoric, and soothing syrups. These revelations had a decided effect upon the drug stores of Westfield. *But the druggists were soon converted to the school methods.*

"Bless you," remarked one of the most successful druggists, "the school and the Professor don't hurt trade any. For my part, I'm glad they hit the trade, for they are putting an end to dope fiends. I used to sell the poor things powders and pills that I was suspicious of, but didn't actually know had dope in them, and now I've sent them all to the Professor, and there isn't a bit of cocaine in this shop."

This druggist has a window exhibit every year in which he places approved and condemned drugs. He boldly labels a brand of paregoric with a card bearing the words: "Wood alcohol in this—not good for baby!" and enjoys the sensation it produces.

Then the normal school began to experiment upon the milk served to the people of Westfield. They found a good many things the matter with Westfield milk. Sometimes it was watered, sometimes it was colored with annatto. Annatto is a vegetable dye that is harmless. It makes skim milk have the rich yellow color supposed to be peculiar to milk that is rich in cream. Sometimes coal-tar dyes were used to color the milk. And, worst of all, milk was found preserved with formaldehyde and boric acid. Professor Allyn kept a specimen of milk preserved by formaldehyde for eight years and it is still sweet. Yet its use in any quantity has the most serious effects. *The milk dealers fell into line with the grocers and druggists and started a campaign for better things.*

Then the butchers began to yearn for the seal of approval. It is rare to find any preservative in fresh meats, but there was danger of diseased meat, so the Westfield butchers made a practise of sending the glands of animals to the school. These were tested for tuberculosis and other diseases, and promptly reported. *The butchers warned the stockmen of the tests to come and Westfield began to get clean meat.*

A Fighting Baker

THE last of the tradesmen to yield were the bakers. Professor Allyn found wood alcohol in one baker's products, particularly in his ice-cream. He warned the baker, but the baker persisted. Then he wrote a newspaper article condemning the baker's products. The baker sued Mr. Allyn, claiming that he had damaged his business. A Springfield jury, "forty minutes in," awarded the user of wood alcohol \$1,000. The town of Westfield promptly made Mr. Allyn town chemist, with a salary sufficient to more than pay the fine, and the baker, boycotted by public sentiment, went into bankruptcy. The fine helped him to recover, but, although he still makes a pretense at business, his trade is ruined.

But the education of the people of Westfield did not stop with adulterants. Daily the students of the normal school work out tables as to relative

values of food. For instance, not long ago they purchased samples of all the ice-cream sold in the town.

Analysis revealed fat contents varying from eight to twenty-six per cent. The table was placed on the blackboard of the school and read by visiting housekeepers. The eight per cent man was forced out of business as a result, while the dealer supplying the rich twenty-six per cent cream is chuckling to-day over his increase in business. Westfield housekeepers can compute whether a can of Van Houten's cocoa is more expensive at forty cents than a pound of the "Purity" cocoa which costs twenty cents. Laboratory analysis shows that Van Houten's has just two and one-half times as much real cocoa as the Purity, and that therefore the pound of the former at forty cents is actually cheaper. And the Westfield housekeeper's will patronize only those firms which are helping in the pure-food fight.

only for condemned goods, and eager housekeepers search its shelves for information as to doubtful products. More than that, the Board of Health will send to the school any brand which any housekeeper wants analyzed and satisfy her as to its purity.

The work has not stopped with Westfield. *The girls who have graduated from the normal school have carried the work into the graded schools throughout the State.* Even little children can appreciate some of the simpler experiments, and seventh and eighth grade boys and girls are quite capable of testing many of the foods in their own homes. Samples of goods sent in from neighboring towns—from Springfield, Hartford, Holyoke, Chicopee, and Northampton—are never refused, but carefully analyzed and reported upon. Goods have even arrived from far-away States, and in these cases the normal school has assumed a double duty. If the goods are found defective, a report is at



"JUST AT THIS TIME THE LOLLYPOP CRAZE STRUCK WESTFIELD"

"Why, they're returning goods that in themselves are O.K.," grumbled one grocer, "just because they're packed by a firm that uses preservative in its catsup. The other goods are free from preservative, and the catsup has an honest label, but the women declare that the firm is not fighting for pure food and they won't use any of the stuff. It's good stuff, too, but I guess I can't order any more."

The Chamber of Horrors

TO assist housekeepers who may not find it convenient to go to the normal school, the Board of Health has established a museum of its own right in the center of town. This museum has room

once sent to the sender, and also to the State food inspector. Mr. Allyn has also maintained a close connection with the Federal inspector in Washington, and frequently sends him reports upon goods which are sold throughout the country.

During nine years of experiment Westfield has analyzed twenty thousand samples of foods and drugs. Mr. Allyn has kept careful records of all the work, and the normal school to-day is a vast storehouse of useful knowledge which has been acquired by making chemistry practical and interesting. And Westfield, "forty minutes out," has used that knowledge to demonstrate that where public sentiment wills there can be a Pure-Food Town.

EDITOR'S NOTE—The preceding article printed from "Collier's Weekly" of August 26th, 1911, was the first indication that the country had, of the work that was being carefully and thoroughly carried on in Westfield, Mass.—the work which has given Westfield its title of "The Pure Food Town."

In the story printed here from "Collier's" you have learned of the initial work carried on in the State Normal School under Prof. Allyn's guidance as head of the Chemistry Department.

Shortly after the article by Mrs. Wagner had appeared in "Collier's," this same magazine published a short list of the foods that had been analyzed by Prof. Allyn at Westfield and found to be clean, pure and wholesome. Never before had an independent publication mentioned the names of honest bidders for public custom. Magazines and newspapers had been ready enough to condemn by name without mercy when the facts warranted it. Destructive criticism had become so common that it was tiresome. Here for the first time readers and manufacturers had a sample of the opposite policy and the response was startling. Manufacturers whose names did not appear felt the power of silence as they had never felt the sting of speech, for the public had plainly shown its desire for something definite as to the foods that were pure and fit to eat, and an instant readiness to respond to this constructive effort in their behalf.

While manufacturers and the public were making this discovery, the Westfield Board of Health was flooded with letters asking for copies of its list of approved foods, letters criticizing and condemning, showing that a big part of the country was confident that Westfield was on the right track.

The Westfield Board of Health Enters the Food Crusade

WESTFIELD has solved its own food problem and in doing so has solved a great part—not all—of the problem in other communities. It has protected itself against impurity from within as well as from without and it has furnished the whole nation with a handy guide by which anyone can pass judgment on foods which are sold in trade-marked packages.

In the Westfield Book of Pure Foods compiled by the Board of Health for its own citizens, you will find no condemnation—not even by inference. It does not claim to list every worthy brand, but it includes nearly all brands having national and district distribution. It is a handy, compact index of foods which have survived the test (over 25,000 have been made) and have definitely established their merit and purity.

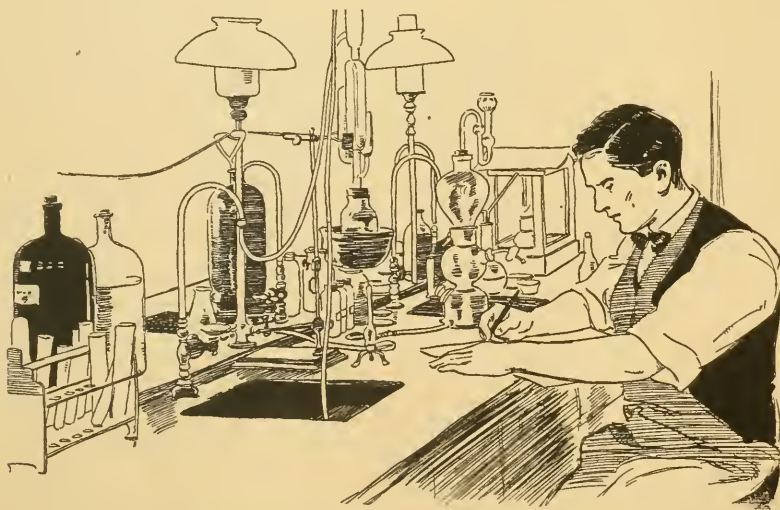
When Prof. Allyn and his chemistry classes had shown the people of Westfield some of the ingredients that the foods they were eating contained, the merchants whose products were publicly exposed were indignant at first and you can hardly blame them for in most instances, the foods were sold to them as pure and they had no way by which to know the adulterations they contained, such as alum, benzoate of soda, coal tar dyes and other like harmful chemicals.

When the girls of his chemistry classes went to buy samples for analysis the grocers refused to sell them. They even sent letters of protest to the Normal School and unscrupulous manufacturers and even jobbers and salesmen joined with them.

Conditions reached a crisis when a baker in whose products wood alcohol was detected, sued Prof. Allyn and was awarded \$1,500 damages by a Jury in Springfield, the County Seat. The assessment of the fine was heralded as a victory by some of the disgruntled tradesmen of the town, but the people of Westfield were too thoroughly aroused and they demanded that Prof. Allyn keep up the fight as a town official rather than as an individual. They elected him a member of the Board of Health and established a Municipal Chemical Laboratory placing him in charge and in that way giving him full power over the town's food supply. Hitherto Prof. Allyn could only analyze foods in the State Normal Laboratories and proclaim the results but now as a Town Official he had power to act.

The Board of Health backed by the citizens now took charge of the food campaign and as the people of Westfield learned more of the dyed and drugged foods they had been eating, the deeper their interest became.

The Board of Health continued to make analyses in its chemical laboratories, resulting in many startling discoveries. They established a museum of approved foods in the heart of the retail district solely for the edification of the marketing housewives. The public had seen and heard so much about the ghastly array of dyed and doped foods exhibited at the State Normal Museum, that they rejoiced at being shown collections of only products that were pure, wholesome, clean and honestly labelled.



"A MUNICIPAL CHEMICAL LABORATORY WAS ESTABLISHED"

Westfield longed for information about pure foods. Visitors, housewives of the town, domestic science instructors, and club women from other parts of the country, inspected the exhibits carefully. They brought with them pencil and paper and noted the brands of products that were pure and had been approved.

The enthusiasm of the town had switched completely around, and interest now centered in the pure foods to a greater degree than it had ever been in the adulterated.

It was impossible to make the Food Museum so efficient that it would give a correct list of all the pure, wholesome and honest foods that were being brought to public light. It was equally impossible for everybody in the country to visit Westfield and inspect this Museum so there was but one remedy that suggested itself and that was to tabulate all foods and beverages found worthy of the Westfield Standard and these were carefully classified and printed in booklet form which is to-day, The Westfield Book of Pure Foods.



"THE BOARD OF HEALTH ESTABLISHED A MUSEUM OF APPROVED FOODS"

Patronize Westfield Pure Food Grocers

WITH the consuming public on one side and the producing manufacturer on the other, each with different complaints, the retailer's position is not an enviable one. This is especially true of the retail grocer. Many people who have no knowledge whatever of the problems he has to contend with insist on telling him how to conduct his business, while manufacturers with axes to grind try to "force" him to sell this product or that.

It is the privilege, duty and necessity of the retail grocer to guide the customer in choosing between different products claiming to offer the same purity and quality. He is the natural adviser of the food buyer.

The business of the grocer is a complicated one. He has to carry a large variety of goods many of which are subject to deterioration. His overhead expenses are unusually high because of the necessity for frequent deliveries of small purchases. His margins of profit are small.

When to these complications are added the necessity of carrying various brands of each class of food products, many of them forced on him by intensified sales methods; when he is accused of fraud if he tries to sell what he has instead of what he hasn't, it is small wonder that he loses interest in everything except keeping his head above water.

But this is not all. The honest grocer is constantly subjected to the unfair competition of the dishonest cut-price store with questionable bargains in low-grade goods, which apparently sell as readily to indiscriminate buyers as the products of solid merit carried by the honest dealer.

In order that he may be able to meet this competition it is not surprising that some of these inferior products should find their way into the stock and stores of many grocers who would not touch them unless forced to it by this unfair competition. This is a condition of affairs that is plainly evil, yet through no fault of the grocer.

It is therefore unjust to demand that the grocer alone and single handed reform this condition for which he is in no way responsible, and against which he has fought—and fought hard.

The Westfield movement instead of condemning the grocer seeks to aid him. Instead of censuring him for what he cannot help it endeavors to provide him and his customers with a convenient easy way of meeting the problem by furnishing them both with a handy guide of foods which are pure and of high grade. The reputation of conducting a "Westfield Pure Food Store" never fails to attract trade and increase sales, at the same time minimizing the number of products carried. Instead of having the shelves laden with an endless quantity of products of every conceivable grade, now the stock can be limited to those products that are "Westfield Pure."

A list of foods approved by the Westfield Board of Health is published in The Westfield Book of Pure Foods, and armed with this little book the grocer is freed of all doubt. Its guarantees of

purity and food values is sufficient to meet the requirements of the most exacting and no housewife familiar with pure food conditions will ask for more.

Now the grocer's position is not so complicated as formerly. So long as he was without means of making sure of his stock for himself, and still less able to prove its purity to his patrons, his duty was at least a matter of doubt.

But the Westfield Book of Pure Foods, by making it easy for him to know what he sells, makes it plainly his duty to safeguard his trade.

"Let the buyer beware" was the former trade maxim, and it was easy enough for the grocer to quote this in his defense. But that ancient legal villainy does not now apply.

It is unjust to blame the grocer for what has happened. till more unfair it is to criticise him for doing his best under adverse conditions. No one is less disposed to commit this blunder than the men behind this movement for better food conditions who know the grocer's problems, appreciate his difficulties and have reason to respect his character. In providing him with a means by which he can judge between good food and bad, they are trying to help him—not hinder. And grocers who have made an experiment with The Westfield Book of Pure Foods as a guide have been quick to feel the benefits in both their buying and selling.

Take your copy of The Westfield Book of Pure Foods to your grocer.

Help him to make his store "A Westfield Pure Food Store."

* *

Over 15,000 progressive retail grocers throughout the United States during the past year have displayed the Westfield Pure Food Sign in their store door and windows.

When you see one of these signs you may be sure that the store displaying it is making a fight to furnish foods and beverages that are free from chemical preservatives, color or bleaches.

Trade with these stores for they are receiving each month the McClure Publication's special magazine for pure food grocers

—known as The Westfield Grocer. You may be sure that they are in close touch with the many developments of The Westfield Pure Food Movement.

* *

A special membership plan is being worked out with this type of progressive grocer—and many of them are being enrolled as members to the newly organized Westfield Grocer League.

Over two thousand grocers have to date joined this new pure food club for grocers who care what they sell you—the customer.

If your grocer wishes it—The McClure Publication will enroll him as a member of The Westfield Grocers League—and send him The Westfield Grocer each month without charge.



"PATRONIZE A WESTFIELD
PURE FOOD STORE"



MR. AND MRS. SHERWOOD P. SNYDER

IN planning for the Westfield Domestic Science Course Series The McClure Publications after months of searching and investigation have secured the services of Mr. and Mrs. Sherwood P. Snyder, who they consider are unusually adapted to the lecture work to be carried on in connection with the Westfield Pure Food Movement.

Helping improve mankind is the greatest object to which human effort can be directed.

Mr. Snyder believes that poor, low grade foods, careless cooking and eating are the primary causes of intemperance, immorality and disease, and so deep is his interest in these matters that he is devoting his entire time to the work.

He began his lecture work five years ago. His idea was to reach the mothers of children and to what extent his aim has been accomplished is attested by the fact that he has come in direct contact with hundreds of thousands of women from the lecture platform.

Mrs. Snyder is a trained domestic science instructor. She is peculiarly fitted for this work having had more than two years in medical work. She formerly intended following the profession of medicine, but through a serious illness her efforts were directed to dietetics.

MONDAY'S PROGRAM

Lecture—"Facts About Foods and Cooking"

DEMONSTRATIONS

Coddled Steak

Take the amount of round steak desired—steak should be cut about one-half inch in thickness—roll in flour, lay on meat board and pound. Put two tablespoonfuls or more of fat into the frying pan, bring to the frying point, and put meat in. Fry brown quickly on one side, turn and brown quickly on the other side. Season with salt and add a liberal quantity of boiling water; then cover with a tight fitting lid, turn down fire and simmer until tender. Time required, from one-half to one hour according to the quantity and quality of steak. A few slices of onion cooked with the steak will improve it for some people.

Stuffed Baked Potatoes

Thoroughly wash large, smooth potatoes, and with an apple corer cut a round hole through the center of each. Fill the cavities to within one-half inch of the end with ground meat, seasoned to taste, or insert a little pig sausage in each cavity. Close the ends of the potato with a portion that has been removed in making the hole. Bake in oven same as plain baked potatoes.

Emergency Salad

Use two parts cabbage and one part tart apple. Run them through the food chopper, using the coarsest vegetable knife. Season with salt, vinegar and pepper to suit taste. Minced green pepper, celery or tomato may be added to this salad if desired.

COOKING SCHOOL NOTES



Why
This?



When you
can get This

The picture tells the story. The old way to get fresh, moist cocoanut is to buy a cocoanut and laboriously grate it. The *new way* is to buy Dromedary Cocoanut—break the “Ever-Sealed” package—out comes already shredded cocoanut as delicious, moist and fresh as ever was kitchen-grated cocoanut.

Dromedary Cocoanut is a new food product every housewife will welcome. A *new* process makes it unlike any shredded cocoanut you have ever used before. The *new* “Ever-Sealed” package insures original freshness and flavor until the *last* shred is used. We not only guarantee Dromedary Cocoanut but we would consider it a favor to have any package found not to be in perfect condition returned to us for exchange at our expense.

Dromedary Cocoanut received Gold Medals, highest awards, at both San Diego and San Francisco Expositions.

10c Cookie-Cutter FREE

Send us your name and address and the name of your grocer and 5c (stamps or coin) partially to pay postage and packing and we will send you a “One-Cake” size package of Dromedary Cocoanut, a Dromedary Cookie-Cutter and a Cocoanut Recipe Book.

THE HILLS BROS. CO.,

Washington St., New York



MONDAY'S PROGRAM

CONTINUED

Southern Biscuit

- 2 cupfuls sifted flour.
- $\frac{1}{4}$ cupful shortening.
- 1 cupful sour milk.
- $\frac{1}{3}$ teaspoonful soda.
- 2 rounding teaspoonfuls baking powder.
- $\frac{1}{2}$ teaspoonful salt.

Work baking powder, salt and shortening through flour. Add soda to milk and dissolve; then add the milk to the flour, mix into a dough, turn out on well floured mixing board and knead lightly until the dough is smooth. Roll to one-fourth inch in thickness, cut, and bake in hot oven.

Date Jelly

- 1 envelope granulated sparkling gelatine.
- 1 cupful cold water.
- 2 cupfuls boiling water.
- $\frac{3}{4}$ cupful sugar.
- $\frac{1}{2}$ cupful lemon juice.
- 1 package dates.

Soak gelatine in cold water ten minutes. Dissolve with the hot water, add the sugar and lemon juice. Allow to chill until it begins to congeal; then add the dates, having previously pitted them. Turn into mold, first dipped in cold water, and chill. Serve plain or with whipped cream.

COOKING SCHOOL NOTES

Is. 7:15—Butter and honey shall he eat, that he may know how to refuse the evil and choose the good.

Nature's Loveliest Sweet

The sources of Airline Honey are meadow flowers. Bees make it. Man acts only as distributor. From flower to bee, to you—and human hands never touch this exquisite product. Airline Comb Honey in airtight cartons comes to you just as it left the hive. Airline Extracted Honey is thrown from the combs by a simple and clean process and is bottled to preserve all the purity and fragrance of the wilderness.

Foods cooked with

Airline Honey

retain the brilliant honey flavor. Besides, the presence of the honey keeps cakes, bread, and cookies fresh indefinitely.

HONEY HERMITS

1 cup butter	5 cups sifted flour
1½ cups Airline Honey	1 teaspoon salt
1 teaspoon soda	2 teaspoons cinnamon
3 eggs	2¼ cups raisins, chopped
	2¼ cups chopped nut meats

Dissolve soda in the honey, warmed, and then add butter; cream together. Beat the eggs well and add, then the flour sifted in with salt and cinnamon, and lastly the raisins and nuts. Stir stiff with sifted flour and drop from teaspoon on buttered sheet. Bake in moderate oven.

BOSTON BROWN BREAD

1 egg	1½ cups cornmeal
1 cup buttermilk or sour milk	½ cup flour
	1 cup seedless raisins
½ cup Airline Honey	1 teaspoon soda
	1 teaspoon salt

Cook the seedless raisins in a very little water, allowing them to simmer until the water is absorbed. Stir together the egg, buttermilk, and honey. Into this sift the cornmeal, flour, soda, and salt. Flour the cooked raisins lightly and add. Pour into two one-pound baking powder cans and steam uncovered for 2 hours. Do not slice until cold.

GINGER CAKE

2/3 cup Airline Honey	1 teaspoon soda
½ cup sugar	½ cup butter
1 egg	2½ cups flour
½ cup buttermilk	1 teaspoon ginger
	½ teaspoon cinnamon

Cream together the butter and sugar, add the egg, and beat well. Add the honey, then the buttermilk, the flour, the spices and soda and beat well again. Bake in a moderate oven.

AIRLINE TAFFY

1 cup Airline Honey	1/3 cup water
1 cup sugar	1 teaspoon vanilla

Boil the honey, sugar, and water together until the mixture makes a hard ball (270° F) in cold water. Add vanilla or other flavor if desired. Put in a buttered dish to cool and pull until white.

NECTAR ROLLS

Bread sponge for 18 rolls	Salt
1 tablespoon shortening	Airline Honey
	Milk

Mix a generous tablespoon of butter or lard or half of each. Add a little salt; mix as for rolls and let it rise. Then roll each one flat, putting a large tablespoon of filling in the center of each. Fold sides and ends. Pinch well to keep the filling in; let it get light; brush with milk and Airline Honey; and bake. Make the filling as follows:

1 tablespoon butter	1 cup Airline Honey
	½ cup chopped nut meats

Whip the butter and honey and add the nut meats last.

MEDINA BAKED BEANS

1 pint small white beans	1 tablespoon butter
Baking soda, size of bean	2 tablespoons Airline Honey
2 cups milk	

Pinch cayenne pepper

Soak the beans over night. Bring to a boil, adding the soda, and allow to simmer one-half hour. Drain and cook till tender in salted water, but not long enough to break the skins. Drain and rinse the beans and put them in an earthen bean pot. Pour over them the milk, adding the butter, honey and pepper. Cover closely and bake in a slow oven until the milk is absorbed.

A SAMPLE FOR 10c.

Either an individual jar of the extracted honey or a small comb of Airline Honey in an airtight package. Our "Airline Honey Book," full of delicious recipes like the above, at the Airline booth.

Ask your grocer for Airline Honey

THE A. I. ROOT COMPANY
MEDINA, OHIO

TUESDAY'S PROGRAM

Lecture—"The Science of Baking"

DEMONSTRATIONS

Tuna Fish Salad

- 1 cupful tuna fish, shredded.
- $\frac{3}{4}$ cupful boiled salad dressing.
- $\frac{1}{2}$ envelope granulated gelatine.
- $\frac{1}{4}$ cupful cold water.
- $\frac{1}{2}$ cupful chopped celery.
- 1 green pepper, chopped.
- $\frac{1}{2}$ teaspoonful salt.
- $\frac{1}{4}$ teaspoonful paprika.

Soak gelatine in cold water five minutes; then add it and all the other ingredients to the hot salad dressing. Turn into individual molds, first dipped into cold water, and chill. Turn out on crisp lettuce leaves, and garnish.

Silver Loaf Cake

- $2\frac{3}{4}$ cupfuls sifted pastry flour.
- $1\frac{1}{4}$ cupfuls granulated sugar.
- $\frac{2}{3}$ cupful water.
- $\frac{1}{2}$ cupful butter.
- 7 egg whites.
- 3 even teaspoonfuls baking powder.
- 1 teaspoonful extract.
- $\frac{1}{2}$ teaspoonful salt.

Cream the butter and sugar, add the whites of the eggs, and whip until the mixture is light; then add the other ingredients and stir the batter until smooth and light. Put into loaf cake pan, place in cold oven, light gas, and bake at moderate temperature for about one hour.

COOKING SCHOOL NOTES

TUESDAY'S PROGRAM

CONTINUED

Spanish Bean Soup

Press two cupfuls left over or canned beans through the puree sieve. To the bean pulp add two cupfuls of strained tomatoes, or two cupfuls of boiling water and enough good catsup to suit taste. Season with salt and pepper.

Eggs in Baskets with Bacon

Separate the whites from yolks of as many eggs as desired, being careful not to break the yolks. Add salt to the whites and beat until stiff enough to stand. Turn into a well buttered shallow baking dish, make small impressions for the yolks and carefully drop them in. Bake in a medium oven until the whites are a delicate brown. Garnish with crisp, fried bacon.

Waffles

2 cupfuls of sifted flour.
2 yolks or one whole egg.
2 cupfuls of sour milk.
2 rounding teaspoonfuls of baking powder.
 $\frac{1}{2}$ even teaspoonful of soda.
2 teaspoonfuls of melted shortening.
1 even teaspoonful of salt.

Put the milk in the mixing bowl, add soda and dissolve; then add the flour to which the baking powder and salt has been added. Stir until the batter is smooth, add the beaten eggs and shortening, and stir through. Brush waffle iron with grease before pouring batter on. Serve with strained honey.

COOKING SCHOOL NOTES



Add no milk



Use water and get Better pancakes

Tasty, Economical, Wholesome

Malted Buttermilk in powder form is added to Teco flour at the mill. It takes the place of milk, and is an exclusive feature that gives Teco Pancakes their decidedly distinctive flavor. Not a drop of milk is added to make the deli-

cious Teco Pancakes. Don't spend a cent for milk—and yet have *unusually* good pancakes. You just add water to Teco buttermilk griddle cake flours—then bake. Have 6 pancakes for a cent—60 from a package.

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Self-Rising Pancake and Buckwheat Flours

Meets the Government's, Dr. Wiley's, and the Westfield Pure Food Standards

Some folks say they are "crazy" about pancakes, but often have trouble in getting good ones.

But, once they try the Teco kind—how they like 'em! Teco cakes are so delicious, and tender, and enticingly brown! They fairly melt away—they're bringing back the popularity pancakes had in grandma's day.

When she churned, the buttermilk was saved and added to her flour, to make pancakes. Those were the kind!—nobody ever got enough. And those are the kind you can make *today* with Teco buttermilk griddle cake flours.

Just get a plateful before you—put some lumps of butter on each hot, brown cake—then smother the pile with good rich syrup. No wonder the kiddies are happy, and father smiles contentedly, when mother gives them Teco pancakes! Send for a package

today—see how your family likes these cakes!

It's not ordinary milk in Teco Flours—but good, rich buttermilk. Leading authorities recognize the healthful qualities of buttermilk and recommend its use. Its addition to Teco flour adds to the wholesomeness of these light, dainty cakes, as well as to their flavor.

The children, and the grown-ups too, can enjoy Teco cakes, freely.

The Buttermilk Does it



Teco pancakes and buckwheats are the only ones demonstrated at the Westfield Cooking School

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WEDNESDAY'S PROGRAM

Lecture—"The Westfield Standard"

DEMONSTRATIONS

Chicken Pie

Dress and cut up one chicken as for frying, put into kettle or steamer and cook until tender. Season with salt when about half done. Lay the pieces in a baking dish; add enough water to the stock to make one pint, thicken with one rounding tablespoonful of flour stirred smooth with cold water, and pour over the chicken. Make biscuit dough over recipe for Southern Biscuit, roll out to one inch in thickness, and cover the chicken. Bake in a medium hot oven.

White Bread

Stir smooth in a little cold water one rounding tablespoonful of flour, add one cupful of hot water, and boil for one minute. Add to this one cupful of cold water, one-half cupful of mashed potatoes, and

one rounding tablespoonful of sugar. Allow this mixture to cool to about ninety degrees, then add one-half cake of compressed yeast. This should be set just before retiring, and allowed to rise until morning. In the morning add one pint of lukewarm water, one rounding teaspoonful of salt, and one even tablespoonful of shortening. Strain, and then mix stiff using three or four quarts of flour, according to the absorbing properties of the flour. Knead until the dough is smooth. Allow to rise in a warm, even temperature until the dough is twice the original size; then knead it down and allow to rise a second time. Mold into loaves, put into pans, and allow to rise in the pans until a little more than twice the original size. Bake in a moderately hot oven. One of the principal secrets in making good bread is in keeping the dough in a warm, even temperature.

COOKING SCHOOL NOTES

WEDNESDAY'S PROGRAM

CONTINUED

Vegetable Salad

- $\frac{1}{2}$ cupful shredded cabbage.
- 1 cupful celery, cut in small pieces.
- 2 pimientos, cut in small pieces.
- 1 red apple, cut in cubes.
- $\frac{1}{2}$ envelope granulated gelatine.
- 1 cupful boiling water.
- $\frac{1}{4}$ cupful cold water.
- $\frac{1}{4}$ cupful vinegar.
- $\frac{1}{4}$ cupful sugar.
- $\frac{1}{2}$ teaspoonful salt.

Soak the gelatine in cold water five minutes. Add boiling water, vinegar, sugar, and salt. Allow to chill until it begins to congeal, then add remaining ingredients. Turn into mold, first dipped in cold water, and chill. Remove from mold to bed of lettuce or endive, and serve with mayonnaise dressing.

Mayonnaise Dressing

- 2 yolks.
- 1 cupful oil.
- 2 tablespoonfuls vinegar.
- $\frac{1}{2}$ teaspoonful salt.

Add the salt to the vinegar. Beat the yolks well; then add the oil gradually, beating rapidly all the time. As it becomes stiff, thin with a few drops of the vinegar at frequent intervals.

Cream Fondant

- 5 cupfuls granulated sugar.
- $1\frac{1}{2}$ cupfuls water.
- 1 tablespoonful vinegar.

Put the sugar and water into the kettle and place over a hot fire. Stir with a spoon or paddle until the sugar is dissolved; then wipe down the sides of the kettle with a damp cloth, and see that every granule of sugar is removed from the sides of the kettle. When the sugar begins to boil, add the vinegar and put the thermometer in, having previously warmed it. The kettle must not be moved while the syrup is boiling, and the syrup must not be stirred after it begins to boil. The bulb of the thermometer must be entirely covered; hence the necessity of selecting a kettle in which the syrup will be sufficiently deep. If a dark scum forms on the surface, wait until it collects in one spot and then remove it with a spoon, being careful not to disturb the syrup. When the thermometer registers 240 degrees, or when the syrup will spin a long thread, lift the kettle from the fire and pour the syrup on a marble slab, heavy platter, or oiled pan placed in water containing ice. Allow to cool until it feels only slightly warm to the back of the hand; then begin to work with a stiff knife or scraper, and keep working until it becomes smooth and creamy and a little later turns into a solid lump of sugar. But when this is worked it will become soft and smooth. This fondant can be kept in a closed jar and used as the base for many candies and icings.

COOKING SCHOOL NOTES

In This Range the Meals Cook Themselves



The Sentinel Automatic Cook Stove frees you from the kitchen and makes it easy for you to have your "afternoons off."

The Sentinel is a regular gas range and a fireless cooker combined in one stove. By means of the automatic oven and timing device, you can cook a complete meal without watching it or giving it any attention whatever.

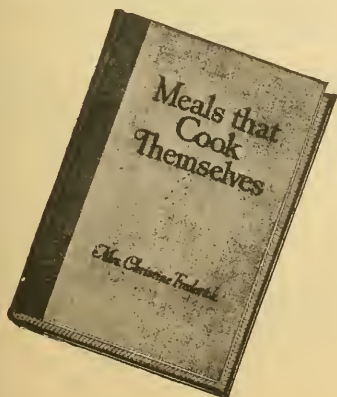
Sentinel *Automatic* Cook Stove

The Only Range Used by Prof. Snider In the Westfield Domestic Science Lectures

The Sentinel is simplicity itself. You place the food in the oven, set the timer, light the gas and leave the kitchen. At the proper moment the timer automatically shuts off the gas and the cooking is completed by indirect heat. You can go shopping or visiting—or you can read, rest, sew or do anything you like while the meal is cooking.

You can do *all* your cooking on the Sentinel. It saves gas and soon pays itself.

Get this helpful Book at the Sentinel Booth



Mrs. Christine Frederick, one of the best known domestic science experts in the country, has written a book in which she describes interestingly her experience with the Sentinel Automatic Cook Stove. She shows the many ways that the Sentinel saves the housewife time and work. She also tells you how to plan your kitchen to save steps and gives many other helpful hints.

Meals That Cook Themselves contains 72 pages and is substantially bound in cloth. You can obtain a copy at the Sentinel Booth for 10 cents. It is well worth getting.

THE SENTINEL MANUFACTURING CO.

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1. It is best to use an earthenware or china tea pot.
2. Thoroughly warm the tea pot by rinsing with hot water.
3. Put in enough tea to suit—two teaspoonfuls of Lipton's is ample for 4 cups. It is best to use a tea ball or lift out receptacle.
4. Always use freshly drawn water—have same boiling briskly when poured onto tea.
5. Allow tea to stand not over 5 minutes—then lift out the tea ball and the tea is ready to serve. **Never boil tea.**
6. Add cream and sugar to taste. Lipton's is delicious clear, or with lemon.

Note: Never make a second pot of tea from leaves that have been once used—always use fresh tea.



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Our English cousins use about seven pounds of tea apiece every year—here we consume but a pound each. Why? Because, first we drink so much bulk tea, tea that has lost its delicate flavor, its refreshing properties, its strength; and secondly, because only about one out of every ten cups is properly made.

Make your tea as shown here, and make it with Lipton's Tea, the finest that the world's largest producer can grow! Then tea drinking will take on a new meaning.

Many medical authorities agree that the properly made cup of tea is a material benefit. It helps supply the body with the necessary amount of water—water that has been partially softened by boiling and that is free from bacteria. The hot cup of tea aids digestion, soothes the body and enlivens the mind. For most people it is the one beverage that can be consumed year in and year out with only beneficial effects.

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TEA and COFFEE PLANTER, CEYLON



THURSDAY'S PROGRAM

Lecture—"The Nutrient Salts in Foods"

DEMONSTRATIONS

Jellied Chicken

Bring to the boiling point two cupfuls of chicken stock from which the fat has been removed, add to it one tablespoonful of gelatine which has been soaked in four tablespoonfuls of cold water for ten minutes. Press into a mold four cupfuls of cold stewed chicken, having first seasoned it with salt. Pour over it the stock, put under weight, and chill until it becomes firm. Any other meat may be used in this recipe.

Devil's Food Cake

2½ cupfuls pastry flour.
2 cupfuls brown sugar.
½ cupful butter.
½ cupful milk.
2 eggs.
3 even teaspoonfuls baking powder.
⅓ cupful cocoa, with hot water added to make cup half full.

Cream butter and sugar, add eggs and beat until mixture is light; then add all the other ingredients and stir until the batter is smooth and light. Bake in loaf or layers.

COOKING SCHOOL NOTES

THURSDAY'S PROGRAM

CONTINUED

Cabbage Imperial

Take a firm head of cabbage, trim and fold back three or four of the outside leaves. With a sharp knife remove the center of the head, leaving only a wall of the outside leaves. Take one cupful of cold meat, one cupful of sliced potatoes, one cupful of sliced carrots, and enough of the cabbage to refill the head. Add salt to suit taste, and a few table-spoonfuls of melted butter. Refill the head, pressing the mixture in very firmly. Tie in a piece of cheese cloth and steam or cook in a small amount of water.

Rice Bean Loaf

Cook until tender, enough rice to line an individual bread pan or baking dish to the depth of one-half inch on the bottom and sides. Fill the center with bean pulp, prepared by pressing cooked beans through the

puree sieve and adding to each pint of the pulp one rounding table-spoonful of flour, a little butter, and salt to taste. Cover with rice and bake in oven for one hour. Slice down and serve as meat loaf. The rice should be seasoned with salt and butter.

Fig Icing

2 cupfuls sugar.
 $\frac{1}{2}$ cupful water.
 $\frac{1}{2}$ cupful figs, ground.

Put the sugar and water over the fire and cook to 236 degrees, or until it forms a very soft ball when tested in cold water. Then add the figs and let it boil up, immediately remove from the fire and beat until it becomes creamy, when it is ready to spread on the cake. If it becomes too thick to spread, add a little water to thin it. Do not stir the syrup until after the figs are added.

COOKING SCHOOL NOTES

The Practical Hygienic Preparation of Foods

..By..

Sherwood P. Snyder

THE book contains over five hundred recipes and treats exhaustively upon the following subjects:

The Preservation of Health a Sacred Duty
—The Dining Room—Classification of Foods—Read the Labels—Baby's Food and Care of Children—Kitchen Equipment—The Value of Steam Cooking—Mastication—Curing Disease by Diet—Cereals—Breads—Soups—Meats—Meats Versus Vegetarianism—Meat Imitations and Meat Substitutes—Sauces—Eggs—Fats and Oils—Vegetables—Legumes—Rice and Macaroni—Salads—Nuts, Nut Preparations, Nut Butters—Pies—Scientific Cake Baking—Desserts—Ice Creams and Ices—Beverages—Menus—Canning Fruits—Exercising—Composition of Foods.

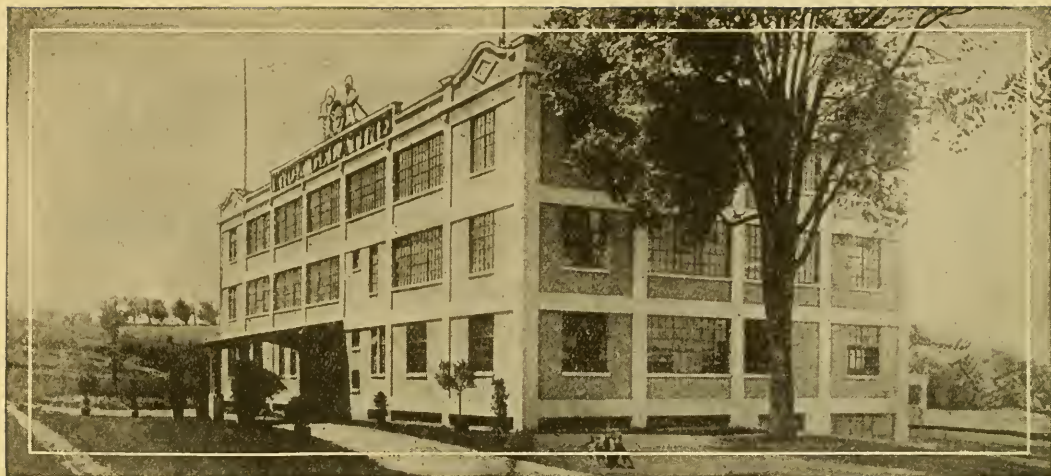
It will help you reduce your grocery bills.

It makes cooking easier.

The recipes are economical.

It is a book that every wife and mother should have.

Price \$1.00



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(GRANULATED)

This product has set and established the world's highest standards for gelatine. It is made under perfect conditions. Every detail in its manufacture is scrupulously observed. Hands do not touch it until *you* open the package.

It has received the endorsement of leading pure food authorities including Prof. Allyn, Dr. Wiley, A. W. McCann, Dr. Goudiss and the National Housewives League.

New 1916 Recipe Book FREE

containing numerous recipes for Desserts, Salads, Puddings, Sherbets, Jellies, Ice Creams, and Candies, and many helpful suggestions for table setting and serving.

It is FREE for your grocer's name. We will send you a pint sample of Knox Gelatine for a 2c stamp and grocer's name.

CHAS. B. KNOX CO., Inc.

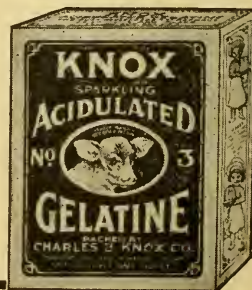
Dept. W.

Johnstown, N. Y.

Yellow Package



Blue Package



KNOX GELATINE is most economical—a package makes two full quarts of jelly—Four Times the quantity made by "Flavored packages." The contents of both packages are alike, except that the Acidulated (Blue) package contains an envelope of Lemon Flavoring, saving the cost of lemons. Each package contains a pink vegetable coloring tablet, for making fancy desserts, salads, etc.

FRIDAY'S PROGRAM

Lecture—"Kitchen Equipment"

DEMONSTRATIONS

An Oven Dinner

Buy a four pound roast. When delivered remove from the paper and wipe thoroughly with a damp cloth. Heat the oven to the searing point, put the roast in, allowing the roaster to remain uncovered. When the meat is seared, season it with salt, add a little water and the number of carrots and turnips desired. Cover the roaster, turn down the fire slightly and roast for one hour, when the meat will be medium done. For well done and very tender meat, roast for two hours or longer, in which case the vegetables should be placed in the roaster about one hour before the meat is done. Cabbage, parsnips, onions, sweet potatoes, and other vegetables similar in character may be cooked in this way.

Cocoanut Sponge

- $\frac{1}{2}$ envelope granulated gelatine.
- $\frac{1}{4}$ cupful cold water.
- 2 cupfuls milk.
- $\frac{1}{3}$ cupful sugar.
- 1 cupful shredded cocoanut.
- Few grains salt.
- 1 teaspoonful vanilla.
- 3 eggs.

Soak gelatine in cold water five minutes. Make custard of milk, eggs and sugar; remove from stove and add soaked gelatine. When mixture begins to set, add cocoanut, whites of eggs beaten stiff, salt and flavoring. Line a mold with sections of orange, pour in mixture and chill.

COOKING SCHOOL NOTES

FRIDAY'S PROGRAM

CONTINUED

Raisin Pie

Filling: Stew for thirty minutes one-half package of raisins in sufficient water to cover them. The raisins should be prepared beforehand.

Pie Paste:

- 2 cupfuls pastry flour.
- $\frac{1}{2}$ cupful shortening.
- $\frac{1}{2}$ teaspoonful salt.
- 6 tablespoonfuls water.

Work the shortening through the flour, add water, and mix lightly. This is sufficient for an upper and lower crust for an eight or nine inch pie tin.

Roll out lower crust and line pie tin; fill with the cooked raisins, add at least one-half cupful of the liquid, sweeten with one-half cupful of sugar, and sprinkle on top one rounding tablespoonful of flour. Moisten the lower crust with cream, lay top crust on, and press the edges together.

Glacé Nuts and Fruits

- 5 cupfuls sugar.
- 2 cupfuls water.
- $\frac{1}{4}$ teaspoonful cream of tartar.
- Nuts.
- Fruits.

Boil the sugar, water and cream of tartar to 300 degrees. Take from the fire. To glaze nuts singly drop them in, and immediately lift them out and lay on waxed paper or the marble slab. Brazil, filbert, pecan, or English walnut meats may be used and dipped singly or in clusters.

Figs, pitted dates, raisins, candied cherries, sections of seedless oranges, strawberries, and other similar fruits may be dipped, but when juicy fruits are used, care must be exercised not to break the skin.

One of the most desirable ways of preparing candied nuts is to nearly fill a well buttered shallow pan with nut meats and pour the hot syrup over. When cold break into pieces.

COOKING SCHOOL NOTES

A Quality Product in baking powder

You will find absolute purity, uniform strength, economy and efficiency in

Rumford THE WHOLESOME BAKING POWDER

It raises your cake, biscuit or muffin just right—makes all home baking of that even texture and appetizing appearance sought for by all good cooks.

It is healthful, because it restores the nutritive properties of which fine wheat flour has been deprived. It is economical, because it does not cause waste of good material, and because of its reasonable cost.

ANALYSIS BY WESTFIELD BOARD OF HEALTH.

"Rumford Baking Powder keeps well and we believe it to be Safe, Efficient and Economical.

L. B. ALLYN, Analyst.

MAILED FREE, a copy of "Rumford Dainties and Household Helps." In their daily work housekeepers will find this a most useful and helpful book.

RUMFORD CHEMICAL WORKS,

Providence, R. I.



Saturday Baking Contest

Every Woman Invited to Enter

- ¶ The Westfield Domestic Science School will be concluded on Saturday with a baking contest in which every woman is invited to enter.
- ¶ Many handsome and valuable household appliances will be awarded as prizes, which will be announced in the local papers during the week.

There are three divisions—

Loaf Cake Bread Layer Cake

- ¶ Each woman may enter one or more articles in each of the three divisions. The cakes and bread are to be baked at home and delivered at the Hall between 10 and 12 Saturday morning.
- ¶ Every article will be entered by number. A coupon will be placed on each entry corresponding in number to the coupon the contestant receives.
- ¶ The judging will be done between 12 and 2 P. M. All who desire are invited to come to the Hall to watch the judging.
- ¶ Every article will be cut and the general outside appearance, the texture, the grain and the taste will be the points considered.
- ¶ After the judging has been completed, the prizes will be awarded and thereafter the articles entered will be sold by a committee appointed for the purpose and the entire proceeds will be donated to some local Charitable Organization.

Enter the Contest

and try for one of the beautiful prizes.

- ¶ If you fail to win a prize, you will have the satisfaction of lending your support to one of your most worthy Charitable Institutions.

What cocoa for children— who've tired of plain milk?



Surely not an unknown “paper bag” or cheapened canned cocoa—which may be way below par in nutritive butter fats. Such cocoas—robbed of their nutritive elements—are common on the market. Surely not a cocoa which is too “rich” for children to digest—though grown-ups may like it. Rather a balanced cocoa like Lowney’s in which a Good Housekeeping analysis found 25.92% nutritive butter

fats—a percentage proved to be neither too rich nor too “lean” for children.

Each nourishing cup of Lowney’s Cocoa you serve is made with milk, so your children get their milk after all, made tempting by the delicious Lowney true-cocoa flavor.

We need hardly add that Lowney’s Cocoa meets the Government standard, Dr. Wiley’s and the Westfield standards of purity in foods.

LOWNEY'S COCOA

At
Grocers



In flavor-tight tins
10c to 50c sizes



Certified Advertising

The Ladies' World and McClure's Their influence for pure foods and clean advertising, in two million homes

THE two strong McClure Publications—The Ladies' World and McClure's Magazine—are the back-bone of the present Westfield Movement and are responsible for the big Westfield Pure Food Campaigns that are now being run in the newspapers throughout the country.

Nothing means more to the intelligent housewife or mother, than to feed her husband, her children and herself, foods that are pure, clean and wholesome.

A publication can give no greater service to its readers than to help them in such matters.

With an authority like Prof. Lewis B. Allyn, who is Food Editor of both of these magazines, they have aroused a remarkable interest, which is shown by the large daily mail received from readers in all parts of the country, asking every conceivable question about the foods and beverages they are buying.

Any food product, beverage or toilet preparation if advertised in either The Ladies' World or McClure's Magazine, you may know has been "passed" by Prof. Allyn as "Westfield Pure."

No advertising would be accepted by these magazines unless the product advertised conformed in every way to The Westfield Standard.

No magazine or magazines give you this degree of protection.